

WINSTON

WINSTON 1998 Objectives

- Accelerate WINSTON's repositioning momentum by re-engaging competitive smokers.
 - 1) Optimize WINSTON's positioning at retail.
 - 2) Maximize permanent and temporary display placement for WINSTON.
 - 3) Optimize competitive trial opportunities.
 - 4) Enhance WINSTON inventory levels.
 - 5) Maximize communication at all levels.
 - 6) Tie in WINSTON's No Bull positioning with NASCAR/WINSTON Cup - the nation's fastest growing sport. (No Bull 5 Sweepstakes information will be communicated in detail at a later date.)

First Quarter Promotion Objectives/Strategies

- January B2G 70¢ Off
 - Generate competitive full-price trial on WINSTON, Full Flavor KS Box (50%), Light KS Box (50%).
 - Place in Pack Partner Outlets, concentrating on C-Gas.
 - 70¢ off 2 packs is the offer, but the packaging is WINSTON Cup NASCAR and designed to deliver WINSTON's No Bull Five Promotion/Sweepstakes.
 - This is an off-invoice promotion. Direct accounts will be invoiced list price minus \$3.50 per carton/\$105 per 6M case.
 - Each 2-pack sleeve will have a perforated B2G 70¢ off removable piece on the side of the sleeve for retail accounts to utilize for tracking purposes if needed.
 - WINSTON No Bull Five
 - ➔ Link the popularity of WINSTON Cup to the brand's positioning and the brand itself.
 - ➔ Create and maintain news on WINSTON with a reason to maintain incremental in-store presence materials.
 - ➔ Million dollar giveaway for five No Bull races. The first race is the Daytona 500, February 15, 1998.
 - ➔ Presence materials for the No Bull Five are currently being developed by the brand. They are not to displace any WINSTON presence materials. Only to be placed where it adds to our store brand presence.
 - VAP ship date to retail accounts is week of January 5, 1998.
- March B2G1F
 - Generate competitive full-price trial on WINSTON, Lt KS Box (50%), Full Flavor Box (25%), Ultra Lt Box (25%).
 - Place in pack partner outlets, concentrating on C-gas.
 - B2G1F is the offer, but the packaging is WINSTON Cup NASCAR and designed to deliver WINSTON's No Bull 5 promotion/sweepstakes.
- First Quarter DFC - Full Flavor KS Box and Lights KS Box Styles Only
 - Will be available in 20-pack display only.
 - Deliver positioning, provide discounting opportunity in lower volume outlets not receiving other RJR promotions.
 - May be worked throughout the quarter.
- January Cigarette/Tobacco Store Carton Onsert and Materials
 - Communicate the No Bull Five Promotion via carton onserts to use in conjunction with price gap funds. Onserts do not have preprinted denominations. Includes the No Bull 5 positioning.
 - CTS presence materials will consist of two DBRCs and an A-frame tent card.

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